

Title:

How To Use Your Right Brain When You Cold Call - Unlock the power of your right brain for cold

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848

Summary:

Do you struggle with the process of cold calling? Our "right brain" is very different from ste

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Article Body:

<p>Do you struggle with the process of cold calling? For many of us, it's a grueling experienc

<p>Thus, when it comes to having a relaxed and enjoyable cold calling conversation, it just do

<p>Our "right brain" is very different from step-by-step, logical, linear processes. It's orga

<p>So why do we turn off this very skilled part of ourselves when we're doing exactly that in

<p>In some ways, you could say that we've become less human in our cold calling. All the intuiti

<p>Doesn't this sound kind of like a game to you? Make a pitch, counter objections, and offer

<p>On the other hand, what if we engaged the power of our right brain to bring us out of that

<p>When you do this, others respond to you more naturally because they won't feel chased. Many

<p>Here are six keys to adjusting your mindset to tap into the power of your right brain when

<p>1. The right brain is interested in process, not outcomes.</p>

<p>Before you make a cold call, make sure your focus isn't on making the sale. That's the goal

<p>2. The right brain is intuitive, not calculating or manipulative</p>

<p>When you're making your cold call, avoid changing whom you are in order to secure the sale.

<p>The right brain is genuine, normal, relaxed, and decidedly non-artificial. </p>

<p>This is a great way to be when talking with potential clients. People know when you're bein

<p>3. The right brain is flexible rather than linear</p>

<p>Throw out your linear sales script and strategies. Generate a spontaneous conversation base

<p>4. The right brain sees things holistically</p>

<p>View the person you're calling as another person, not a "prospect." Let go of the "buyer-se

<p>5. The right brain is open-ended, not rigid</p>

<p>Don't worry about driving the cold calling conversation forward. Instead, open your call wi

<p>When you start tapping into the power of your right brain while cold calling, you'll start

<p>This is the power of your right brain.</p>

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